

Marzieh Kianiani

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Linkedin: [marzieh-kianiani](#) | Github: [Mari-kn](#)



Goal:

Seeking a position as Product Analyst

Main Skills:

I'm experienced data analyst who can communicate with stakeholders to draw stories from their business requirements. I have deep knowledge of tools and techniques such as SQL, Python, PowerBI, Tableau, Data modeling and Machine Learning libraries. I have experience working in large companies. Master's degree in data science, I have eager to train people with a solid background of mentoring more than 2500 junior data analysts. I'm a professional capable of quickly learning new technologies, processes and activities. I'm productive and able to manage my time well, anticipate and prevent problems, which allows me to meet deadlines even working under pressure.

Work Experience:

Darsoon • Ontario, Canada • 01/2023 – 03/2024

A company for consultant and education in English and Persian Language ([website](#))

Position: **Data analysis consultant-part time-Remote**

Main Activities:

- Completed a project for analyzing news about gold price, using the Guardian Media Group API and Python programming language, identified any unusual events in the time series, and investigate the cause of these unusual events;
- Completed a project for analyzing E-Commerce, transform google analytics data with dbt, and visualize BigQuery's data with Tableau. Identified repeat customers accounted for 60% of total revenue, showing a significant opportunity for loyalty-focused marketing strategies;
- Provided guidance and assistance for junior data analysts in SQL, Python, Power BI, and Excel;
- Quickly learned the process and operation, make it possible to quickly run analytical projects, avoiding the accumulation of work in the sector.

Favagostar • Tehran, Iran • 03/2019 – 01/2023

A company for IT consultant ([website](#))

Position: **Senior data analyst – full time- Hybrid**

Main Activities:

- Completed home service provider project and increased rebooking rate by 48%. Conducted data cleaning and analysis and integrated winning strategies for canceled customers into their process. Measured the significance level of our findings using A/B testing;
- A/B testing, Measuring significance level of experiments;
- Completed Project process analysis, resulting in 32% improvement in cost of the project process; Integrated data from various sources, implemented a data warehouse based on the star model, created Power BI dashboard, and influenced changes in strategic decisions;
- Participated in discussions with stakeholders regarding any technical and business requirement;
- Presented monthly the goal achievement indicator for company;
- Metrics definition and dashboard creation with power BI and Tableau for more than 10 companies; Industrial glue sale analysis, Oil sale analysis, Crypto exchange portfolio, Clothing factory E-commerce analysis, Cosmetic

E-commerce analysis, Hotel chain analysis, HR for procurement company, HR for Tobacco company, Digital Marketing analysis;

- Ad-hoc reporting in accordance to stakeholders needs;
- Trained over 30 companies employees in data analysis subjects;
- Earn extra bounces for high performance for 3 consequences years;
- Increased contracts with big companies by innovative ideas.

Mellat bank • Tehran, Iran • 12/2011 – 03/2014

Largest bank which handled more than 60% transactions of the whole country ([website](#))

Position: **Data analyst**

Main Activities:

- Analyzed bank processes in IT related departments and enhance the performance of processes by providing suggestions based on results of analysis;
- Designed HR dashboard to have an overview on employee's performance;
- Created dashboards for products and services for revenue and planning purposes in procurement department Used Power query and Excel and Excel dashboarding techniques;
- Contributed to discussions with stakeholders to derive KPI's;
- I received the outstanding reward from head of managers for excellent performance in project.

Education:

- M.Sc. in Data science in University of Europe for Applied Sciences - Berlin, Germany - Completed in Aug. 2024
- B.Sc. in computer Science in Bahonar University - Kerman, Iran - Completed in May. 2010

Certification:

- Generative AI For Developers – coyotiv academy – Completed in 2024
- Statistical Thinking in Python – DataCamp – Completed in 2023
- SQL Server Design - Faratar az danesh Academy – Completed in 2022
- Designing Business Intelligence Solutions with Microsoft SQL Server – Nikamooz – Completed in 2015
- SQL Server Query - Faratar az danesh Academy – Completed in 2012
- Scrum Master Certificate of Proficiency - Barnamenevis Academy – Completed in 2012

Personal project:

- Customer churn prediction for IT services company to understand customer behavior ([link](#))
- Recommender system for E-commerce and find products with most similarity to chosen product ([link](#))
- Fraud detection in crypto currency transactions ([link](#))
- Stock prediction with sentiment analysis ([link](#))
- XRP and Bitcoin prediction using time series deep learning models and market analysis ([link](#))
- Energy consuming prediction ([link](#))
- Automated customer service using OpenAI and RAG ([link](#))
- Chatbot for health sector using OpenAI and pinecone ([link](#))
- Kids story maker by OpenAI and create voice and image regard of the story ([link](#))

Skill:

- Data Visualization: Power BI, Tableau, Matplotlib, Seaborn
- Statistical Analysis: Regression, hypothesis testing
- Predictive Analysis: Scikit-learn, Time series, Pyspark, Regression models, TensorFlow, PyTorch, Deep learning
- ETL tools: dbt, SSIS, Power Query
- Cloud Platforms: Google Cloud, BigQuery, AWS
- Programming: Python, SQL, C#
- AI: OpenAI, RAG, Multi-agent AI

MASTERURKUNDE

Frau Marzieh Kianiani

geboren am 30. Juni 1987 in Shiraz, Iran wird aufgrund der am 29.
August 2024 an der staatlich anerkannten privaten Hochschule
University of Europe for Applied Sciences bestandenen
Masterprüfung im Studiengang

Data Science, M.Sc.

gemäß der Prüfungsordnung mit der Gesamtnote

gut (1,7)

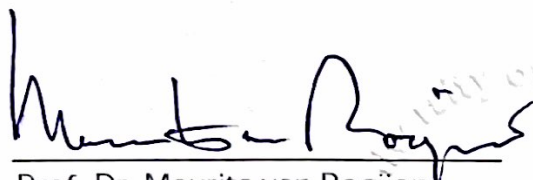
entspricht

85,15 Grade Points

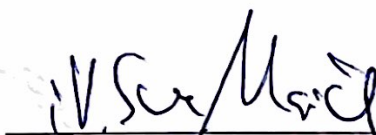
der akademische Grad

Master of Science (M.Sc.)

verliehen.



Prof. Dr. Maurits van Rooijen
Präsident



Prof. Dr. Christine Boven
Vorsitzende des Prüfungsausschusses

MASTER CERTIFICATE

Marzieh Kianiani

born on June 30, 1987 in Shiraz, Iran passed the Master
examination in the study program

Data Science, M.Sc.

at the State-Approved Private »University of Europe for Applied
Sciences« in Potsdam in accordance with the examination
regulations on

August 29, 2024

with the overall mark

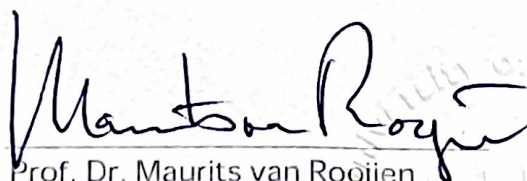
85.15 Grade Points

equivalent to

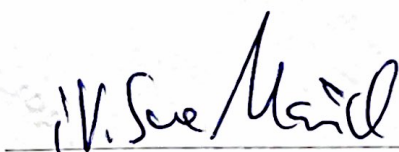
good (1.7).

On the basis of this examination she is herewith awarded the
academic degree

Master of Science (M.Sc.).



Prof. Dr. Maurits van Rooijen
President



Prof. Dr. Christine Boven
Chairperson of the Examination Board

COHORT 1



October 2024

CERTIFICATE OF COMPLETION

This document certifies that

Marzieh Kianiani

has successfully completed a 4-week course on
Generative AI For Developers
at Coyotiv School of Software Engineering
from 7 October 2024 to 28 October 2024.

^^coyotiv®



Armagan Amcalar
Managing Director

sose-9cd243e8-d4a3-4e82-8f21-5596899c510b



شماره ۷۱۸۰۸۹۰

ردیف دفتر ثبت



جمهوری اسلامی ایران

قوة قضائية - اداره مترجمين رسمی

عباس مهرپویا

Official English Translator to the Judiciary

License No. 532

Abbas Mehrpooya



To verify the authenticity of the translation, please scan the QR Code

Emblem of Iran
The Islamic Azad University

Islamic Azad University

**Master's Degree
(Discontinuous)**

The University's hologram is affixed hereon
The certificate isn't valid without the university's hologram.

The holder's photo
Serial No.: 869724

Central Organization Confirmation No.: 189212320829
Central Organization Confirmation Date: December 08, 2021

By virtue of the statute of the university enacted on Nov. 03, 1987 of the supreme council of Cultural Revolution and single article enacted on May 04, 1988 of the Islamic Consultative Assembly;

Whereas **Ms. MARZIEH KIANIANI**, father's name: Mohammadkarim, holder of National ID No. 2300911523 and Identity (Birth) Certificate issued in Shiraz, born in 1987, has completed the curriculum of Postgraduate Education, in **Computer Engineering-Software**, at **Science and Research Branch of Islamic Azad University**, and graduated on August 31, 2013; therefore this **Master's Degree** is conferred upon her to benefit from its privileges.

Signed by: Jamshid Sabbaghzadeh; on behalf of the Chancellor of University Branch
Signed by: Dr. Mohammad Mahdi Tehranchi; President of Islamic Azad University

True translation from the Persian original, hereto appended, is certified. F.G.H
Official translator to the Judiciary

Tehran, January 16, 2022



نام صاحب سند: مرزیه کیانیانی - هایلند ترجمه و خدمات دفتری، ۸۱۵۰۰۰ ریال بابت ترجمه دانشنامه دانشگاه آزاد اسلامی

آدرس: میدان انقلاب، ضلع جنوب شرقی، پلاک ۵، ساختمان ۱۵۳۴، طبقه اول، واحد ۳
Address: No. 3 - First Floor - Next to Sina Confectionary - Building No. 1534 - Southeast Side of Enghelab Square - Tehran - Iran
Email: mmirpara@yahoo.com Mobile: (+98) 9126449174 Tel: (+98) 21 021-66400999

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TO WHOM IT MAY CONCERN

Subject: Letter of Recommendation for Marzieh Kianiani

This is Dr. Humera Noor Minhas, Chief Technology Officer at Digital Munich and Adjunct Lecturer at University of Europe in Berlin.

I've known Marzieh as an MS student at the University of Europe, where I taught her the course on Decision Support Systems. Her entire course performance was very good in all my interactions and I found her capable of performing all the tasks that I set for her. She has good concepts and excellent problem analyzing and solving capabilities. She has the ability to set high goals for herself and then work hard to achieve them. Marzieh has time and again demonstrated her expertise in data science via the different projects she took over e.g. the project on customer churn prediction that she led as part of the course.

Marzieh is a hardworking and dedicated person of good moral character. She is also proficient in English and has good writing and oral communication skills. She is cooperative and has the skills to work in a team and even lead them. I strongly recommend her for your company.

In case you have any further queries, please feel free to write to me at the address given below.



Dr. Humera Noor
Digital Munich Tech GmbH and UE Berlin
humeranoor.minhas@ue-germany.de
<https://www.linkedin.com/in/humeranoor/>